



Nathan Deal
Governor

Bobby Cagle, MSW
Commissioner

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DECAL Unveils New Logo for Georgia's Pre-K Program

Logo Designed to Communicate Pre-K's Role in Preparing Young Learners

ATLANTA, Ga., (September 29, 2012) – Bright from the Start: Georgia Department of Early Care and Learning (DECAL) is using the 20th Anniversary of Georgia's Pre-K Program to unveil a new logo for the lottery-funded program for four-year-old children. DECAL Commissioner Bobby Cagle officially introduced the logo at the 46th Annual Conference of the Georgia Association on Young Children (GAYC) being held today and Saturday at the Gwinnett Center in Atlanta.

“We needed something to visually communicate the important role played by Georgia's Pre-K in preparing our young learners for their educational journeys and future competition in the



global economy,” said Commissioner Cagle. “The stair steps remind us that early education of children from birth to age five proves critical to their success in kindergarten and elementary school. As a result, we believe investing in our youngest learners is important not only to their personal success but also to the long-term economic growth and potential of Georgia.”

DECAL Unveils New Logo for Georgia's Pre-K Program – Page 2

Commissioner Cagle said the logo, designed collaboratively with Atlanta marketing and PR firm Jackson Spalding, complements the Bright from the Start and Quality Rated logos now used by his agency. The logo will be prominently displayed next week when DECAL joins Voices for Georgia's Children, a child advocacy organization, in observing Georgia's Pre-K Week. Nearly 150 state officials, including Governor Nathan Deal, First Lady Sandra Deal and Commissioner Cagle, will visit some of the approximately 3,900 Pre-K classrooms located in all 159 Georgia counties.

Georgia's Pre-K Program was created in 1992 after voters approved the creation of the Georgia Lottery for Education to support college scholarships and a voluntary prekindergarten program. The National Institute for Early Education Research (NIEER) recently ranked Georgia's Pre-K Program as one of the top state programs in the nation based on quality standards, teacher qualifications, and enrollment.

About Jackson Spalding

Jackson Spalding is one of the largest independent public relations and marketing firms in the country. The company has three offices (Athens, Atlanta and Dallas), more than 90 team members and numerous clients, including Orkin, Delta Air Lines, Chick-fil-A, University of Georgia, Cousins Properties, Children's Healthcare of Atlanta, United Community Bank and Primrose Schools. The firm was named "Best Small Agency to Work For in the U.S." by The Holmes Report in 2011 and "Best Legal PR Firm" in Atlanta by the Daily Report in 2012. More information about Jackson Spalding is available at www.jacksonspalding.com.

About Bright from the Start

Bright from the Start: Georgia Department of Early Care and Learning is responsible for meeting the child care and early education needs of Georgia's children and their families. It administers the nationally recognized Georgia's Pre-K Program, licenses child care centers and home-based child care, administers Georgia's Childcare and Parent Services (CAPS) program, federal nutrition programs, and manages voluntary quality enhancement programs.

The department also houses the Head Start State Collaboration Office, distributes federal funding to enhance the quality and availability of child care, and works collaboratively with Georgia child care resource and referral agencies and organizations throughout the state to enhance early care and education. For more information, go to www.decgal.ga.gov.